

**ABSTRACT****Monitoring of Location-Associated Events**

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A method is provided for monitoring location-associated events such as the availability for collection at business premises of items previously ordered by a customer. The method involves storing a descriptor of the event of interest to the customer, the descriptor being stored, for example, in a third-party service system (40) by the business concerned. The descriptor explicitly or implicitly includes details of the parties and the location of the premises (70). Subsequently, when the customer comes near the business premises (70), the service system (40) determines a match with the event descriptor and indicates as much to the customer (115), either directly or after first checking event status data provided by the business. Where the event descriptor is stored by the customer, either in a mobile device or a third-party system, then the determination of a match can be used to alert the business that the customer is near. Thus, whilst one party is responsible for storing the event descriptor, the other party benefits from receiving an indication of an event-descriptor match.

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**(Fig. 9)**